

Huda Mahmoud Farha

WordPress Web Designer & Optimization Specialist

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New Damietta, Damietta, Egypt

Education

Damietta University
Bachelor of Accounting and Taxation

Damietta, Egypt
2019

Summary

WordPress web designer with hands-on experience building business websites, landing pages, and e-commerce stores (WooCommerce). Skilled in troubleshooting WordPress issues that can impact crawlability and indexing (technical SEO basics), improving site speed and Core Web Vitals basics, and applying UI/UX principles to create clear, conversion-focused page layouts.

Experience

Company & Project Experience

2025 – Present

- Designed and implemented WordPress websites, landing pages, and e-commerce stores (WooCommerce) with a focus on usability, conversions, and mobile responsiveness.
- Troubleshoot WordPress issues that may affect search engines (crawl/indexing basics) such as plugin conflicts, broken structure elements, and common technical errors.
- Improved website performance using practical optimization methods (caching, image optimization, lazy loading, basic minification) and supported Core Web Vitals improvements.
- Set up and managed key website components: themes, essential plugins, forms, backups, basic security, and routine maintenance.
- Enhanced user experience by improving navigation, content hierarchy, CTA placement, and overall page structure.

Courses & Training

WordPress Website Design

- Practical training in building websites and online stores (WooCommerce), using themes/plugins, page builders (Elementor), responsive design, and real-world website designer tasks.

UI/UX Design Fundamentals

- Learned essential UI/UX concepts that support better website layout decisions (structure, wireframes, and visual principles) to improve usability.

Skills:

WordPress, Elementor, WooCommerce, Website & Landing Page Design, E-commerce Store Setup, Responsive Design, WordPress Troubleshooting, Basic Technical SEO, Core Web Vitals Basics, Speed Optimization, UX/UI Fundamentals, Wireframing, Google Search Console, Canva

Soft Skills:

Problem Solving, Communication, Fast Learning, Attention to Detail, Adaptability

Tools & Platforms:

WordPress, Elementor, WooCommerce, Canva, Google Search Console, Speed & Caching Tools, Microsoft Office

Languages:

Arabic (Native) | English (good)